

Mr 81



DEFEATED IN '80

McGovern

Culver

Church

Bayh

**DEFEAT IN '82**

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**ENCLOSED:  
TARGET '82 BALLOT**

29G BALLOT NO. A473

Mr Theodor Holm

Galeridge Rfd 1

Port Murray NJ 07865

NAME ADDRESS

CITY, STATE, ZIP

(Please correct name and address if necessary)

# NCPAC National Conservative Political Action Committee

1500 Wilson Blvd. • Arlington, Va. • 22209

Monday morning

Dear Friend:

I've enclosed a specially numbered ballot assigned for your personal use.

I want you to tell us which five ultra-liberal U.S. Senators you most want to defeat in the 1982 elections.

I want you to think about your choices very carefully.

Because the five Senators you and other conservatives help us select today will be targeted for defeat in 1982 by the National Conservative Political Action Committee (NCPAC).

And, if recent history is any guide, at least 4 out of 5 of the men chosen will be removed from the U.S. Senate next year.

That was NCPAC's victory record in the last election. We targeted the five most liberal men up for election in 1980 in the U.S. Senate and beat 4 out of 5 including: George McGovern, Frank Church, Birch Bayh and John Culver.

I've enclosed a complete list of the 21 liberal Senators up for re-election in 1982 for you to choose from including:

- \*\* Teddy Kennedy (Democrat -- Massachusetts), the number one liberal in America today.
- \*\* Lowell Weicker (Republican -- Connecticut), has said he will vote with liberal Democrats to stop President Reagan's conservative programs.
- \*\* Harrison Williams (Democrat -- New Jersey), Big Labor's number 1 spokesman in the U.S. Senate

(Over, please....)



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now under indictment on ABSCAM charges.

All 21 liberal Senators have consistently opposed tax cuts, voted against balanced budgets and against a strong national defense. Almost all of them voted to give away the Panama Canal.

The list I've enclosed includes vote ratings for each Senator.

We are calling this project Target '82. And we very much want you and other conservatives to be a part of it.

In fact, you're one of the first conservatives we've told about Target '82.

At this point you may be saying, "Hold on, I thought we already took over the Senate in 1980. Why do we need this Target '82 project?"

Let me be perfectly frank.

True, we did elect a "Republican" majority to the Senate. But what we don't have is a conservative majority.

Because right now, if liberal Republican Senators like Lowell Weicker, Robert Stafford and John Chafee vote with the Democrats, as they've already threatened to do, they'll have a 51 vote majority.

This means liberal forces in the Senate still have enough votes to stop conservative legislation if they want to, including President Reagan's proposals to cut taxes, inflation and regulations and to restore our national defense.

I think you'll agree with me it's essential President Reagan have a solid conservative majority in the U.S. Senate in order to pass his bold conservative programs like the Kemp/Roth 30% tax cut plan.

Besides, 1982 will be a tremendous opportunity to pick up seats for conservatives. 24 liberal Senators are up for re-election.

Many of these men will be extremely vulnerable to conservative challenges. An opportunity to defeat this many liberal at once will not appear again for many years. If ever.

Obviously, NCPAC does not have the resources to target all 24 liberal Senators. But I believe we can

have a significant impact in at least 5 races. And, if we can win five races, we will have a solid conservative majority in the Senate.

I'm turning to you and other dedicated conservatives today to help us pick five races to start on immediately.

As you may know, NCPAC launched a similar project for the 1980 elections.

We called our project that year Target '80. Maybe you've read about Target '80 in Time or Newsweek or seen me talk about it on the Today Show or Phil Donahue Show.

Target '80 was the most successful political project ever undertaken by conservatives, next to the election of Ronald Reagan as President.

In one stroke we removed 4 of the most important liberals in the U.S. Senate and crushed the leadership of the liberal movement. All 4 of these men were all replaced by solid conservatives.

Conservatives like you made Target '80 possible.

With your help, we plan to use the same successful techniques we used in 1980.

We'll produce first rate advertising -- TV, radio, and newspaper ads -- showing the voters back home exactly how their Senators vote in Washington.

When we did this in South Dakota, George McGovern's popularity rating fell 20 points.

McGovern himself admits this kind of advertising did him in, saying, "By the time we got to the general election, they (NCPAC) had us pretty well softened up."

I've been asked many times by reporters what the secret of NCPAC's amazing success was in 1980. It's no secret at all. It's really very simple.

Most of these liberals have stayed in office so long by convincing the voters they're conservatives. They talk one way back home and vote the other way in Washington.

Our advertising exposes their left-wing voting records once and for all. History shows when that happens most of these liberals will lose hands down.

But to win these races in 1982, we must get started right now. I'm convinced one big factor that

(Next page, please....)



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led to our success in 1980 was the fact that we got an early start. In some cases, up to 18 months before election day.

And please remember this. We won't catch the liberals napping in 1982. They learned their lesson in 1980 and they'll be pouring in everything they can to protect their favorites.

That's why it's even more vital we get started early this time.

Will you send NCPAC \$10, \$15, \$25 or \$50, along with your Target '82 ballot today to help us get started on our Target '82 project?

We need about \$120,000 immediately to get started on research, polls, advertising copy.....everything we did to win in 1982.

I'm convinced we can achieve a major conservative success at the polls again in 1982. And this time give President Reagan the solid conservative majority he needs in the U.S. Senate.

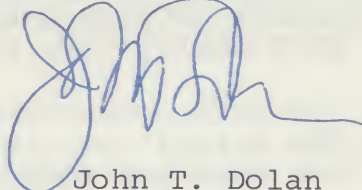
But it's going to take the active support of every dedicated conservative like you we can find.

May I count on your \$10, \$15, \$25 or \$50 contribution today to get this vital project off the ground?

Please indicate your five choices on the liberal Senators we should target for defeat in 1982 on the poll I've enclosed.

Then to make Target '82 a reality, please enclose as generous a contribution you can with your completed poll and send it back to me today.

Yours for conservative victory  
in '82,

A handwritten signature in blue ink, appearing to read "John T. Dolan", with a stylized, flowing script.

John T. Dolan  
Chairman, NCPAC

P.S. If you can support Target '82 today, I'd like to send you, absolutely free, a detailed report on how we won our Target '80 victories and how we hope to win in 1982. The comprehensive report has been especially prepared exclusively for Target '82 supporters.

## DEFEATED IN '80



McGovern Culver Church Bayh

## DEFEAT IN '82

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**ENCLOSED:  
TARGET '82 BALLOT**

# REPLY MEMO

**TO:** John T. Dolan  
NCPAC  
1500 Wilson Blvd., #513  
Arlington, VA 22209

**FROM:**

NAME, ADDRESS CITY, STATE, ZIP	29G	BALLOT NO. A473
	Mr Theodor Holm	
	Galeridge Rfd 1	
	Port Murray NJ 07865	

(Please correct name and address if necessary)

- ☐ I'm convinced NCPAC's *Target '82* project is absolutely vital for giving President Reagan a solid *conservative* majority in the U.S. Senate.
- ☐ I have indicated my 5 choices for *Target '82*.

 <b>STEWART</b> Alabama	 <b>DeCONCINI</b> Arizona	 <b>WEICKER</b> Connecticut	 <b>CHILES</b> Florida	 <b>MATSUNAGA</b> Hawaii	no photo available	 <b>MITCHELL</b> Maine	 <b>MATHIAS</b> Maryland
 <b>KENNEDY</b> Massachusetts	 <b>RIEGLE</b> Michigan	 <b>MELCHER</b> Montana	 <b>CANNON</b> Nevada	 <b>WILLIAMS</b> New Jersey	 <b>MOYNIHAN</b> New York	 <b>BURDICK</b> North Dakota	
 <b>METZENBAUM</b> Ohio	 <b>CHAFEE</b> Rhode Island	 <b>SASSER</b> Tennessee	 <b>BENTSEN</b> Texas	 <b>STAFFORD</b> Vermont	 <b>BYRD</b> West Virginia	 <b>PROXMIRE</b> Wisconsin	

- ☐ To help you raise the \$120,000 you need immediately to get target '82 off the ground I'm enclosing my contribution of \$ \_\_\_\_\_

(Please make checks payable to: NCPAC)

Federal election law requires we ask the following:

Occupation \_\_\_\_\_

Place of Business \_\_\_\_\_

**PLEASE  
CHOOSE 5**



# Complete List Of Liberal Senators Up For Re-Election In 1982

	ACA 1979	ACA CUMULATIVE	ACU 1979	ACU CUMULATIVE	C OF C 1979	ADA 1979	COPE 1979	COPE CUMULATIVE		ACA 1979	ACA CUM.	ACU 1979	ACU CUM.	C OF C 1979	ADA 1979	COPE 1979	COPE CUM.
<b>ALABAMA</b>									<b>NEVADA</b>								
STEWART .....	41	41	18	18	10	42	57	69	CANNON.....	24	36	24	36	18	21	57	65
<b>ARIZONA</b>									<b>NEW JERSEY</b>								
DeCONCINI.....	64	46	47	38	36	26	57	55	WILLIAMS .....	0	4	0	3	0	74	87	93
<b>CONNECTICUT</b>									<b>NEW YORK</b>								
WEICKER.....	41	38	27	40	27	68	71	63	MOYNIHAN .....	15	12	16	11	0	47	100	91
<b>FLORIDA</b>									<b>NORTH DAKOTA</b>								
CHILES.....	26	40	21	39	45	42	13	44	BURDICK.....	30	18	22	15	9	63	100	85
<b>HAWAII</b>									<b>OHIO</b>								
MATSUNAGA ....	8	5	11	5	0	53	67	86	METZENBAUM ...	13	11	6	6	0	84	100	90
<b>MAINE</b>									<b>RHODE ISLAND</b>								
MITCHELL .....	*	*	*	*	*	*	*	*	CHAFEE.....	22	24	17	21	33	47	100	56
<b>MARYLAND</b>									<b>TENNESSEE</b>								
MATHIAS.....	15	14	0	10	18	63	100	75	SASSER .....	29	30	14	21	10	37	50	72
<b>MASSACHUSETTS</b>									<b>TEXAS</b>								
KENNEDY .....	5	3	0	2	0	79	100	92	BENTSEN.....	38	43	24	37	45	26	43	48
<b>MICHIGAN</b>									<b>VERMONT</b>								
RIEGLE .....	15	7	6	8	0	84	100	93	STAFFORD .....	9	21	18	24	43	47	100	71
<b>MONTANA</b>									<b>WEST VIRGINIA</b>								
MELCHER .....	15	23	25	22	18	58	100	79	BYRD.....	26	35	16	30	18	53	57	65
									<b>WISCONSIN</b>								
									PROXMIRE .....	59	29	52	23	45	42	71	77

\*REPLACED EDMUND MUSKIE. NO RATINGS YET.

## Key to Ratings

Paid for and authorized by NCPAC

ACU = American Conservative Union  
 ACA = Americans For Constitutional Action  
 (Conservative Group)

C of C = Chamber of Commerce  
 (Pro-Business Group)  
 COPE = Political Arm of AFL-CIO



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Political Action Committee**

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